

ABSTRACT

Before starting the regular display in a liquid crystal display device of the bend alignment type, it is necessary to transition all the pixel regions in the entire display portion uniformly from splay alignment into bend alignment. However, conventionally, when applying a simple ac voltage, the transition sometimes does not take place, and when it does take place, the transition time is very long, and display defects due to alignment defects tend to occur.

In the method for driving a liquid crystal display device with OCB cells according to the present invention, a step of applying between an electrode 22 and a pixel electrode 23 an ac voltage superimposed with a bias voltage, and a step of applying zero voltage or a low voltage to the substrates are repeated in alternation preceding the begin of the regular display operation and the regular display operation is carried out after all pixels have transitioned into bend alignment.